

**#7 Our users are gradually becoming disappointed with the product. What could be the reason?**

Post-SignUp



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### **#6 Cue-dependent forgetting, #1 Availability heuristics, #42 Illusory correlation**

We stopped reminding our users of those pleasant, successful moments that they experienced with our product. An example of an effective "reminder" is Facebook's features "On This Day," "Your most-liked post of last year," etc.

### **#5 Context effect, #63 Curse of knowledge**

Our communication or the form of our actions has changed. In its turn, it has changed the product context for the users.

### **#3 Illusory truth effect, #8 Frequency illusion**

We have become a victim of direct or indirect discrediting/information campaigns of our competitors.

### **#17 Negativity bias**

In the recent product updates, we accidentally caused users strong emotional discomfort. Perhaps we even quickly resolved the problem but did not take sufficient measures to "smooth out" the incident.

### **#25 Confirmation bias, #72 Consensus bias**

We have lost contact with our users. Even though we continuously upgrade the product, we do not learn from users' reaction. We are not fighting their hypotheses about drop-in product quality. Consequently, day after day, they continue to reassure themselves of their assessments of the "declining quality" of the product.

### **#46 Functional fixedness**

Perhaps the frustration of users is related to product updates. It may be difficult for them to adapt to changes due to the habits of long-term use of the software with the old methods.

**#**

Depending on the intensity and duration of the disappointment, we can try to slow it down by conducting various polls (**#76 Illusion of control**). We can make updates more proportional in terms of evoked emotions (**#24 Weber-Fechner Law**). Also, we can try to create a positive emotional response in the part of the product where our users' interaction with it ends (Log out, Application closing, etc.) (**#101 Peak-end rule**). If for some reason, we can't change the course and make any significant changes to the product, then it might be wise to provide users with **#51 Placebo**.